

Feather River Tourism Association Board Meeting 5/8/2023

In attendance are: Board President Sharon Roberts
Board Vice President Karen Kleven
Board Treasurer Susan Bryner
Board Member Janice Haman
Board Member Riccardo Jacobus
Marketing Contractor Katherine Sansone
Administrative Assistant Ellie Hinrichs
Advisory Committee Member Rene Tuchscher (via Zoom)

Sharon calls the meeting to order. 12:09 (11.5 minutes into video)

Changes to today's agenda: move Market the Region up before Communication Discussion so that Katherine can leave. Add setting a date for the next board meeting meeting, after Public Discussion at the end.

Susan motions to approve today's meeting agenda with the changes discussed, Janice seconds, all approve.

Karen motions to approve the 3/20/2023 minutes, Susan seconds, all approve.

Market the Region: Katherine

12:12

Katherine presented the logo in two color options. She tried it with the colors from our branding guide but didn't feel like any of them worked. Everyone discussed what they liked or didn't like about the two options and We will need to pay Carrie to update the website and Tiffany (Spanish Peak Productions) to update the video. Katherine will provide the exact colors as part of the branding guide.

Susan motions to accept the blue and yellow logo. Sharon seconds. All in favor.

Katherine's contract is up at the end of the month. She presented three options in her proposal. Sharon says we need to look at the budget and what we're going to do with Bliss, with Ellie, and with Katherine. Karen thinks it makes sense to move forward with Katherine in some sort of capacity. Sharon will email the proposal to Rene to review.

Market the Region: part 2

1:32

The Marketing Team meeting was April 6. Josie and Joe interviewed two social media candidates from out of the area (Justin and Brandy), but Susan and Karen want Sharon to reach out to Samantha Bliss. We need better SEO, not just social media, and she may be able to help bridge the gap with Eastern Plumas. Riccardo and Rene will join the call with Sharon and Samantha tomorrow at 2:00. Our Google Business Profile is not set up yet but will be by mid-June and then we can start getting reviews.

Operations/Policies/Procedures

1:42

The organizational chart will change without an Executive Director.

Ethics, Report Retention, Conflict of Interest, and Whistleblower policies are important for all board members to be familiar with. Karen will check with Civitas about getting those in place.

Proposed change to our bylaws:

Article V, Section 4: Criteria. A majority of the Directors of the Corporation shall be the owner, or authorized representative of an owner, of a business subject to the FRTMD assessment. Additional Directors will have skills or expertise in promoting the goals of the Corporation.

Susan motions to accept change to Article V, section 4 of bylaws. Sharon seconds, all approve.

Sharon asks Karen to talk to Carson regarding what we can legally do via email voting.

Karen says we need to create a procedure for onboarding board members, so candidates know what to expect.

Sharon provides an update on the Tax Collector and CAO (Debra Lucero). She said we cannot have people on the website that are not paying assessment. Indian Valley's total assessment was \$204, while Sharon's alone was \$206 (one seven-room lodge), so that can't be right. The Indian Valley microzone includes the Feather River Canyon. It could be \$50-80K per year if all AirBnBs and VRBOs were paying the assessment and the County hasn't been reaching out to them enough. Debra said she sent out 140 letters county wide. They can come after you to pay, but they don't. They used to audit and count receipts every year, but in the last 20 years Janice has never seen an auditor.

Current Affairs

1:39

Joe was planning on doing booths at a Lost and Found Gravel Grinder (6/3) and High Sierra Music Festival (6/29-7/2). Ellie will follow up with Rebecca at HSMF. Karen will look into Lost and Found (Sierra Buttes Trail Stewardship).

Ellie will add Joe's wedding fair email list to Mailchimp and tag appropriately.

We will need to nominate a new Board Secretary at our next meeting. Janice is interested.

Finance

1:42

Susan reviewed the Treasurer report. We need 55-66K to get into Jan/Feb 2024. The next payment from the Tax Collector will be June (their Q1). We started April (our Q2) with \$66,000. With admin costs in June, we will run into trouble in August and end Dec with \$25K.

St. Bernard's lodging is down about 20%. Coldwell Banker is down 10%. Goldpan is full now but has been a little slower than last winter. No road work was done in the canyon for 3-4 weeks because the State was out of money, so the blasting project has gone federal and resumed. Rose Quartz Inn filled up a few weeks ago. Ranchito is full.

Susan needs online access to our Plumas Bank account and we need to take Joe off the account.

Communication Discussion 1:49

Until all of our policies and procedures are in place, we need transparency, and we all need to support what our committees approve. Because we are a five member board right now, the Brown Act allows for no more than two board members to communicate without inviting the public.

Let's not take the time to start something from scratch when we can refer to someone who has already done it. The Brown Act requires 6 or 7 different policies/procedures. It will cost \$1,500 for Civitas to write four of the most important ones.

Microzones 2:05

Holdover due to lack of time.

Public Input (N/A) 2:06

Date for next board meeting: August 17 (third Thursday) on Zoom, 12-2pm.

Sharon motions to adjourn the meeting at 2:11, Janice second, all approve.

Closed Session 2:11